

## **COMMUNITY RELATIONS OFFICER**

**PURPOSE:** To direct and coordinate activities in the Mayor's office including office management, constituent relations and coordination of public information.

**FUNCTIONAL AREAS:** Under the direction of the Mayor:

1. Direct and coordinate the activities of the Mayor's Office.
  - \* A. Develop and implement policies and procedures for the flow of work through the Mayor's office.
  - \* B. Compose correspondence, compile support materials, and prepare reports, minutes, agendas, communications and written documents.
  - \* C. Respond to a variety of citizen inquiries and complaints that may involve confidential matters.
  - \* D. Schedule meetings and appointments.
  - \* E. Maintain calendars, coordinate business meetings, and make travel arrangements.
  - \* F. Accompany or represent the Mayor at various meetings and events, and assure that the Mayor receives all necessary background information.
  - \* G. Prepare drafts of, and collect supporting materials for, speeches to be delivered by the Mayor.
  - \* H. Ensure proper set-up for press conferences and other events.
  - \* I. Greet visitors to the Mayor's office, and screen, respond to, and/or route incoming calls and mail.
2. Serve as the liaison between the Mayor's office and constituents.
  - \* A. Assist the Mayor in formulating and implementing programs and special projects related to critical community issues.
  - \* B. Serve as the Mayor's liaison with various community organizations and citizen groups.
  - \* C. Plan, coordinate and facilitate community problem-solving efforts, special events, meetings, conferences and public forums initiated by the Mayor.
  - \* D. Prepare and deliver speeches and public presentations related to community issues and/or City initiatives.
  - \* E. Coordinate citizen participation on advisory boards, task forces, etc.
  - \* F. Respond to a variety of inquiries and complaints from citizens.
  - \* G. Inform the Mayor on matters of concern and secure information required for proper action.
  - H. Perform related tasks as assigned.

## **JOB REQUIREMENTS**

### **Education & Experience Requirements**

- ◆ A. Bachelor's degree from an accredited institution. and three (3) years of experience in public relations, marketing, community affairs, public affairs or related work; or
- B. A combination of education and experience that is determined by Human Resources to be equivalent.
- C. Prefer at least two (2) years experience in a governmental setting.

### License Requirements

- ◆ A. Possession of a regular Minnesota driver's license or privilege by the date of appointment and thereafter.

### Knowledge Requirements

- ◆ A. Basic knowledge of principles of public relations and communication through print and electronic media.
- ◆ B. Knowledge of research methods and techniques.
- ◆ C. Basic knowledge of current principles, techniques and objectives of public information and relations programs.
- ◆ D. Knowledge of modern office practices, procedures and equipment.
- ◆ E. Knowledge of city government and services and the operation of a public entity.

### Skill Requirements

- ◆ A. Skill in communicating clearly, effectively and persuasively, both orally and in writing.
- ◆ B. Skill in preparing speeches, statements and articles.
- ◆ C. Skill in making public presentations.
- ◆ D. Excellent organizational skills.
- ◆ E. Skill in leading and facilitating meetings.
- ◆ F. Skill in the use of personal computers and software applications including word processing, spreadsheet, graphics and presentation software.

### Ability Requirements

- ◆ A. Ability to establish and maintain effective working relationships with public officials, community organizations, management, the media and the public.
- ◆ B. Ability to handle confidential information with discretion.
- ◆ C. Ability to react quickly to changing priorities and to effectively manage multiple projects.
- ◆ D. Ability to read and comprehend complex information.
- ◆ E. Ability to prepare documents, memoranda, reports, speeches, articles, etc.

### Physical Requirements

- ◆ A. Ability to transport oneself to, from, and around sites of public meetings and projects.
- ◆ B. Ability to transport, usually by lifting and carrying, materials and equipment weighing up to 25 pounds for public presentations.
- ◆ C. Ability to sit for extended periods.

### \* Essential functions of the position

- ◆ Job requirements necessary the first day of employment

Anlst: JA	Class: n/a	Union: n/a	Pay:	CSB: n/a
CC: 20100222	Res: 10-0103R	EEOC: Professional	EEOF: Admin/Finance	WC: 8810